

Advertising agents have grown with advertising

The Philadelphia manufacturer who enters upon advertising now can do so with an assurance of success greater than has ever before been possible.

The pioneering has been done for him.

Years of constant activity and steady progress have made every factor in advertising more effective, more certain.

The leading publications today open up a more intensive market, with circulations that can be traced and measured, with an influence that is known and established.

Readers are lending a keener attention to the advertising pages.

Merchants realize better the power of advertising and are swayed by it.

Salesmen know how to grasp it and apply it to their own selling program.

And the men who execute advertising—the advertising agents—are more capable than ever.

They have behind them years of experience.

As the volume and the importance of advertising have grown, the agents have grown. The demands it has made upon them have added to their equipment, widened their scope.

The universal speeding-up of competition has driven home to them a deeper appreciation of what must be done in order to make advertising pay.

They have seen and shared in the development of huge selling campaigns in one field after another. They have faced new problems and overcome them with new methods.

They have trained themselves to apply to one industry the lessons learned in another. They have concerned themselves not only with sales, but with every department of the modern business organization.

The advertising agent therefore is today in a better position than ever not only to fortify against mistakes and eliminate risk, but to render practical, constructive help in building a solid, permanent structure of commercial success.

There are in Philadelphia, as in other important centers, advertising agents who are thus skilled, and through whom the Philadelphia manufacturer may command the accumulated experience and momentum of a generation of advertising.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman